



M. J. GOODMAN
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August 27, 1996

RJR Account # 153480
JOHN ZARBANTY
PETER P. DENNIS INC.
1224 S MAIN ST
PHILLIPSBURG, NJ 08865

PJZ
Peter Dennis

October Partners Promotion / Salem Buy 2 Packs-Get 2 Packs Free (B2G2F)

To: JOHN ZARBANTY

Salem product has been ordered (see quantities below), as well as the premium/shippers (item # 517322) to pack your October 1996 automatic monthly display shipment to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC Code	Style or Item	# (6m) Cases
12300-23597	Salem King (B1G1F Cases) 107344 -	1
12300-23650	Salem 100 (B1G1F Cases) 107359 -	1
12300-23651	Salem Lights (B1G1F Cases) 107342 -	1
12300-23652	Salem Lights 100 (B1G1F Cases) 107367	1
12300-70373	Premium shipper case	15

These allocations will allow you to build :

15 Shippers

These shippers will service:

8 Retail Stores

Product/Premium Arrival:

Week of September 17, 1996

Ship Date to retail

Week of October 1, 1996

The PO # for this order is:

1.3380

SKU Cube:

20 Offers

Retail Sales Offer per SKU

Billing per SKU

4 Full Priced cartons

EFT \$ Amount

\$427.01

Non EFT Amount

51851 9648

All shipped
Week of 9/30

Page 2
Salem B2G2F
Account: PETER P. DENNIS INC. / 153480

Promotion Description: Utilizes self-contained shipper. Shipper has 20, buy 2 packs get 2 packs free offers. 2 Salem B1G1F units should be placed in each B2G2F sleeve to create the offer (5 sleeves of each of the 4 styles listed on page 1 of this letter) should be placed in the shipper.

Ship the number of displays to each account as noted on the enclosed retail account listing.

Attached is a list of retail accounts authorized to receive the packed displays. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (4 cases @ \$28.00).

Attached to this letter is a Payment Request form for this promotion. When display packing and retail delivery is complete, sign and date this form. Your RJR representative Lanny Wolfe must sign the form and submit it to our local Operations office for payment.

In addition to packing displays for your own retail accounts, the accounts serviced by the following Sub-Jobbers which you service are included in your allocation. These Sub-Jobbers have been notified to order the completed shippers from you.

P. DENNIS WAM ACCOUNTS 0

Important Note: Due to the rounding of 6m cases of product needed to build this promotion you will have 4 shippers remaining after shipping displays to your accounts. RJR reps. will submit prebooks to order out these shippers (and any others you may have due to refusals etc.) An example copy of this prebook is attached. Please honor only this prebook submitted by our representatives and honor accounts on the enclosed VAP list first.

For additional information or questions please contact your RJR Representative: Lanny Wolfe

As always, thanks for your assistance in the marketing of our products

Warm Regards,

Mark

M. J. Goodman

cc: Lanny Wolfe

51851
659646

Salem BUY 2 PACKS - GET 2 PACKS FREE CLEANUP PREBOOK

IMPORTANT NOTE: The purpose of this prebook is to "cleanup" left over promotion quantities at wholesalers participating in RJR's "Partners Value Added" program. These left over quantities are available on a "first come - first served" basis until quantities are depleted. The quantity of shippers prebooked here may or may not be available for delivery.

Date: _____

Account Name: _____ Retail Account #: _____

Address: _____

City: _____ State: _____ ZIP: _____ Phone: _____

Wholesale Distributor: _____

RJR Representative: _____ Voice Mail Box #: _____
(Dial 1-800 RJR Talk)

Please deliver (if available) the following quantity of Camel B3G3F shippers (each shipper contains 6 full priced cartons).

of Shippers Requested =====>

Authorized Signature: _____

51851 9650

Wholesale Partners "Value Added" payment request form

Promotion: Salem B2G2F October 1996 Retail Partners #601934

Note: Payment is based on \$28.00 per 12m case of "live" product, packed into displays and delivered to retail accounts as designated by RJR.

Wholesale Partner Name: PETER P. DENNIS INC.

RJR Account Number: 153480

Displays Wrapped and Delivered: 15

Value Added Payment Due: \$28.00

Wholesale Partner Signature: _____

RJR Representative: _____

Payment will be mailed directly to the participating Wholesale Partner

=====Operations Office Use=====

Date Processed: _____

Processed by: _____

Voucher #: _____

51851 9651

BPEJ55B2

PARTNER VAP TEMPLATE LISTING

96-08-07 PAGE: 10
10:15 AM

WHOLESALER : 153480 PETER P. DENNIS, INC. <DIRECT>
 TEMPLATE : 601934 610-00 SAL OCT B2G2F
 TEMPLATE SEQ : 0031
 RS LEVEL : 13XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	VAP WHSLR DESC
	133001	133022	401397	BACHS DRUG	HIGH & MAIN	HACKETTSTOWN	NJ	07840	1			153480 PETER
✓	133001	133022	023626	BAGELSMITH	240 RT. 31	CLINTON	NJ	08809	1			153480 PETER
✓	133001	133022	568245	LOPATCONG CONVEN.	401 BALTIMORE ST	PHILLIPSBURG	NJ	08865	1			153480 PETER
✓	133001	133022	075543	R.D.J. SERVICE CENT	ROUTE 46	GREAT MEADOWS	NJ	07838	1			153480 PETER
✓	133004	133022	402497	HIGGINS NEWS	68 MAIN ST	FLEMINGTON	NJ	08822	1			153480 PETER
✓	133204	133226	654389	KRAUZNER'S FOOD STO	3750 FREEMANSBURG	BETHLEHEM	PA	18017	1	5277-0000		153480 PETER
✓	133204	133226	433367	UNI MART #14825	1505 PEMBROKE RD	BETHLEHEM	PA	18017	1	3857-0000		153480 PETER
✓	133208	133230	216790	RT. 663 SERVICE CNT	2030 ROUTE 663	QUAKERTOWN	PA	18951	2			153480 PETER

PAGE BREAK TOTAL ACCOUNTS 8 TOTAL QUANTITY 9

TEMPLATE TOTAL ACCOUNTS 8 TOTAL QUANTITY 9

51851 9652